



DESTINATION
SOUTHERN
TASMANIA



Membership prospectus

Acknowledgement of Country

The Tasmanian tourism industry acknowledges the Tasmanian Aboriginal people and their enduring custodianship of lutruwita /Tasmania. We honour 40,000 years of uninterrupted care, protection and belonging to these islands, before the invasion and colonisation of European settlement. As a tourism industry that welcomes visitors to these lands, we acknowledge our responsibility to represent to our visitors Tasmania's deep and complex history, fully, respectfully and truthfully. We acknowledge the Aboriginal people who continue to care for this country today. We pay our respects to their elders, past and present. We honour their stories, songs, art, and culture, and their aspirations for the future of their people and these lands. We respectfully ask that tourism be a part of that future.



Welcome to Destination Southern Tasmania



Destination Southern Tasmania (DST) celebrates its 10th year as the Regional Tourism Organisation (RTO) for Tasmania's southern region.

With over 200 members stretching across 11 municipalities, DST is focussed on supporting businesses, growing visitation, increasing yield and driving regional dispersal within southern Tasmania.

Who are we?

Destination Southern Tasmania (DST) is a not-for-profit organisation funded by a combination of membership fees and support from our state government and local councils. We are an industry-led organisation with a strong voice for tourism in the southern region, working with local businesses, councils and other stakeholders to promote the diversity of the destination to local, domestic and international visitors, the tourism trade and media.

The Destination Southern Tasmania team reports to a Board of Directors, which consists of representatives from our membership, industry and councils, carrying out the objectives of the Southern Tasmania Destination Management Plan 2022-2025.

Our vision, mission and purpose

Vision

To have an engaged, connected and sustainable visitor economy offering a truly compelling visitor experience.

Mission

We connect and support the visitor economy businesses to develop and promote southern Tasmania's advantages.

Purpose

To develop and support a collaborative southern Tasmanian tourism industry that creates, delivers and promotes exceptional visitor experiences.

What do we do?

Industry development

We help our members to build their businesses, connections and skills through networking functions, field trips, training workshops and mentoring sessions.

As a DST member:

- You'll be able to tap into our **industry development program** which includes training at discounted rates, networking events and mentorship which will enable you to access advice, support, resources and knowledge whilst also connecting with other industry operators with whom you can share and collaborate.
- You will receive a **subsidiary membership of the TCCI** (equivalent to their Basics Membership valued at \$399).
- We'll help **connect** you to the right people in government, industry and media, and keep you informed of news and opportunities.



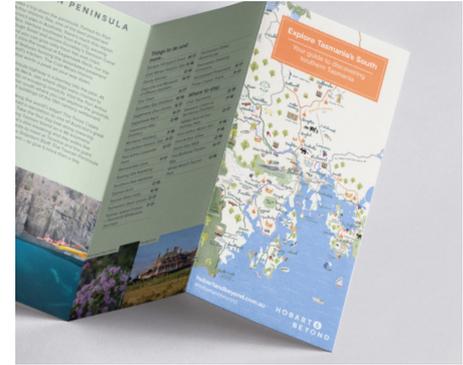
Marketing

We work with our members and partners to improve awareness of the breadth of experiences across our region; to inspire visitation; and to encourage visitors to explore further, stay longer and spend more throughout southern Tasmania. We do this through our owned digital channels, strategic partnerships and advocacy.

- You'll have a presence on the **Hobart & Beyond website**, which has over 500,000 page views. You'll be able to leverage off our high performing social media channels, over 30,000 followers on Facebook and 60,000 on Instagram. In 2021, we enjoyed a reach of 4.2 million across our social media platforms, and a 106% increase in new users.
- You will have a listing on the Explore Southern Tasmania map.
- You'll have the opportunity to feature your product on our "deals" webpage on Hobart & Beyond.



- You'll have the chance to spread the word about your business through our **extensive digital network** (including blogs and electronic direct mail) and **PR activities**.
- You'll have access to **negotiated member rates** with our corporate media partners to receive discounts on advertising campaigns.



The Explore Southern Tasmania map is a key tool for visitors to explore Hobart & Beyond, covering our mountain city on the water, areas of natural wilderness, cultural heritage and stunning regions filled with food, art, festivals and culture.

The map is distributed statewide to all the major airports, Spirit of Tasmania, information centres and major hotels in the Tourism Brochure Exchange network.

Advocacy

We act as an interface between industry and all levels of government (Department of Premier and Cabinet, Department of State Growth, Tourism Tasmania, Tourism Industry Council of Tasmania and local councils) to ensure industry needs are heard and to highlight the importance of tourism as a regional economic driver.

- DST has a **strong public relations and media program** designed to raise community awareness of existing and emerging events and attractions.
- We highlight and advocate for the value of tourism in southern Tasmania on television, newspapers and other media outlets.
- We support our members who are committed to **sustainable tourism development**.



- You can access media support for launches and events.
- We are your voice, advocating to all levels of government to influence positive change and support for our members.

COVID-19 Recovery

There has never been a more important time for unity, connection and mutual support as we recover, post-COVID-19. Not only is this essential for the tourism industry as a whole, but also for individual operators. To that end, DST supported members in 2020 and 2021 with a 50% reduction in fees to aid cash flow in recovery. In 2022 we are continuing to support our members with a 20% reduction in joining fees until June 30.

Which level of membership is right for me?

Essential Membership

One product or brand

For tourism operators for whom visitors comprise a significant or majority proportion of their market, with one outlet, brand, site or product only. This includes new and micro businesses.

\$495

\$396 including GST

Premium Membership

Multiple products/brands

Suitable for small to medium sized tourism operators with more than one outlet, brand or site, or businesses with multiple products that can be marketed separately; or for businesses that would like to be prioritised for marketing and development opportunities where possible.

~~**\$1,089**~~

\$871.20 including GST

Ultimate (Tailored)

Partnership

Ultimate membership is negotiated on a case by case basis, tailored to tourism operators who want to support the industry through partnerships.

~~**\$2,354**~~

\$1,883.20 including GST

Memberships are currently discounted by 20% until June 30, 2022.

Why join?

Membership is a vital part of our structure. You may join DST at any time throughout the year.

Membership is a mechanism for cohesion and collaboration, both of which are vital to recovery over the coming year. It also ensures that we are not solely reliant on external funding which not only reduces financial risk, but also brings a level of autonomy and accountability, making it a truly industry-led organisation. Financial membership incites stronger engagement and understanding between DST and industry, and in turn provides fertile ground for identifying needs and opportunities, sharing ideas, and mobilising our industry to respond to political, economic, social and environmental influences.

One of our core roles is to feed industry news into state and federal marketing campaigns, programs and itineraries. Engagement with your RTO optimises your chance of inclusion in these activities as we know our members who engage with us best.

Who are our members?

The strength of our organisation lies in the diversity of our membership. We represent businesses of all shapes and sizes including accommodation providers, attractions, tour operators, restaurants, retail businesses, events and service providers. Our members share one thing in common – they are committed to the development of sustainable tourism within southern Tasmania.

Testimonials

Don't take our word for it. Here's what our current members have to say . . .

“ Sanctum Boutique Apartments took up membership of Destination Southern Tasmania in early 2020 and it ranks among the best business decisions we have made. The assistance, advice and support we received from DST pre and during the early months of COVID assisted our business to navigate what was to become one of the most difficult periods in our business life. We especially enjoy the Know Your Neighbour and Tips & Tipples events where we have engaged with the DST staff and other tourism operators, enabling us to sharpen our skills and share information and experiences.

**Paul and Lynne Wagner
Owners, Sanctum Boutique Apartments**

“ DST provides an invaluable resource for all tourism operators. They champion an industry based on collaboration through their work across advocacy and industry development and are a direct line to both our industry’s peak bodies and its deep member networks. Mona has collaborated with DST on several industry partnership initiatives and their role in Paint the Town Red has become an important part of Dark Mofo each year.

Dan Aitken
Senior Marketing Manager, Mona
(Museum of Old and New Art)

Of all the groups we are members of or work with, Destination Southern Tasmania is by far the best value for money, the most supportive and the most active in promoting our industry. For many years now, DST has advocated on our behalf, driven investment in our region, helped grow regional dispersal, developed destination action plans and helped us survive as a business through the COVID-19 pandemic. I would recommend that any tourism-related business become a member of Destination Southern Tasmania.

Gary and Lorraine Ashdown
Owners and Hosts, Ashdowns of Dover Bed
and Breakfast

“ During traumatic challenging COVID-19 times, DST has been a cheerful tower of helpful and flexible support; they are always prompt to get back with responses; and they genuinely champion regional dispersal.

The Know Your Neighbour famils were a productive innovation instigating powerful collaborations for Rathmore. Tips and Tipples, either on Zoom or in gorgeous venues, are always excellent, fun and productive.

We look forward to working with DST for the post COVID-19 travel renaissance, rebuilding visitation and shaping Tasmania as a premiere destination.

Cally Lyons
Owner, Rathmore

“ As a new small tour operator, the value I have gained from my DST membership has been fantastic. Even before I launched, I gained great advice on the industry quirks, how I might further differentiate my offerings and who might be important to collaborate with. Since launching, they have been great at keeping me informed about industry changes and connected with other businesses through regular events. One of the biggest value-adds has been their help wrangling the media during various product launches.

Andy Crawford
Owner, Walk on kunanyi

“ Over the past few years, I have had the pleasure of dealing with the DST team in a number of ways: as a consultant working on projects and strategies; as a mentor to many; and as a director of various organisations and projects, both small and larger entities in different stages of development and design.

I have found Alex, Nat and the DST team the most valuable resource for my southern projects. Always accessible, professional, well-informed, dedicated and extremely passionate about their members and the tourism industry. They say that tough times show the true colours of organisations, and these guys truly went beyond through our difficult Covid times. A DST membership would be the first, and most essential thing I would recommend for anyone starting out, or operating in the tourism industry.

Jude Franks
Principal, Jude Franks Consulting
Tourism, Marketing and Management
Consultants

2022 Membership Benefits

INDUSTRY DEVELOPMENT

Industry Communications

Receive monthly e-news and updates

Membership certificate, sticker and logo use

Opportunity to share business news in our member newsletter

Planning support for launches, celebrations and other special events

Member rates for advertising in TCCI newsletters and/or the Tasmanian Business Reporter

Networking and Partnerships

Invitation to networking events, Tips and Tipples

Join the southern operators closed Facebook group

Opportunity to host an industry networking function

Free basic Membership with the TCCI valued at \$399

Support and advice

One hour consultation session to learn about each other

Access to the members only resource kit online

Ongoing mentorship

Receive support to create professional presentations for delivery to industry stakeholders

Dedicated client manager to conduct bi-annual check-ins

Support for grants, awards and other formal applications

TCCI Workplace Relations support (two free calls to the TCCI Helpline, plus Workplace Relations consultancy at base member rates)

TCCI Workplace Health and Safety specialist services at member prices

Development and Training

“Know Your Neighbour” regional field trip: Opportunity to Host

“Know Your Neighbour” regional field trip: Opportunity to Attend (Essentials get a discount, and Premium and Ultimate get one free person)

Access to TCCI events and training at member prices

Subsidised access to DST’s new Business Development Consultancy Program

Directory

Access to and presence on the DST Member Directory

MARKETING

Potential to be included in DST marketing collateral (suggested itineraries, blogs, etc.)

30% reduction for brochure display advertising at Brooke Street Pier with Tourism Brochure Exchange

15% discount on DL/A4/A5 brochures display and 10% off other advertising within the Tasmanian Travel and Information Centre (subject to confirmation through council budget process and available for the financial year 2022/23)

Regional Touring Map (Distributed statewide)

Inclusion in 'Explore Tasmania's South' Map (2022 edition)

Reaching Consumers (Digital Marketing)

How to get listed on Hobart & Beyond (intro to the Australian Tourism Data Warehouse)

Opportunity to participate in DST regional marketing initiatives or cooperative marketing activities

Opportunity to sponsor competitions with supported marketing campaigns to raise awareness of your product

Inclusion on Hobart & Beyond Deals page (higher levels of membership get multiple deals)

Preferential on-site advertising space on Hobart & Beyond (Premium and Ultimate members only)

Inclusion of your product in monthly e-newsletters to our consumer database (if relevant)

Dedicated blog about your business on, and promoted through, Hobart & Beyond. Written for you, by us (\$700 for Essential and Premium; free for Ultimate)

REGIONAL ADVOCACY

Media support for product launches, innovation and business news (valued at \$300 per hour)

Eligibility to vote at the Destination Southern Tasmania Annual General Meeting

Eligibility for nomination to the Destination Southern Tasmania Board of Directors

	ESSENTIAL	PREMIUM	ULTIMATE
TOTAL COST OF FINANCIAL MEMBERSHIP including GST (with 20% subsidy to assist Covid recovery until June 30 2022)	\$495	\$1,089	\$2,354
Quarterly payment options are available on request.	\$396	\$871.20	\$1,883.20

Non-financial members will have access to monthly e-news and updates, membership of the southern operators closed Facebook group, a one hour consultation session with DST, and support on how to get listed on Hobart & Beyond (intro to the Australian Tourism Data Warehouse).

What now?

Visit our corporate website (southerntasmania.com.au/membership/join-now), and complete the membership form.

Once you have submitted your information and joined online, our Membership Coordinator will be in contact. You will receive your membership certificate and decal sticker in the mail.

If you have questions prior to completing the form, please feel free to contact us:

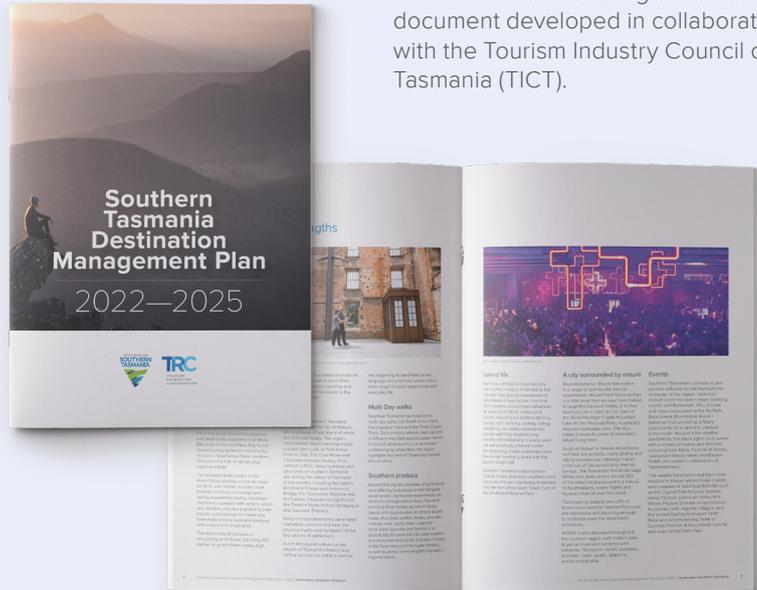
Phone: (03) 6223 5650

Email: dstadmin@southerntasmania.com.au

The Bigger Picture

As a member it's important for you to know that you are part of something bigger. The Tasmanian State Government, Local Government Agencies (LGAs), the four Regional Tourism Organisations

(RTOs), and tourism industry operators developed four regional Destination Management Plans (DMPs) for the state from 2022–2025. The southern DMP aligns with the Tourism 21 Visitor Economy Action Plan 2020-2022 (T21), which is the overarching statewide document developed in collaboration with the Tourism Industry Council of Tasmania (TICT).



A snapshot of the DMP

TASMANIAN BRAND

Tasmania is a place where the uncommon is common. Where you can throw off the shackles and feel everything deeply. It is the antidote to the straitjacket of modern life. Tasmania is no ordinary place and Tasmanians are no ordinary people. It is a place that finds joy in non-conformity and our visitors can discover soul-enriching experiences that are raw, beautiful and honest. *Come Down for Air* is an invitation to get air in both a literal and metaphorical sense. It is about harnessing the power of place and our people and creating a moment of calm for travellers.



DESTINATION SOUTHERN TASMANIA VISION

To have an engaged, connected and sustainable visitor economy which offers a truly compelling visitor experience.



GOALS

- 1 nipaluna / Hobart is recognised as a vibrant capital city with access to the world at the centre of a diverse region.
- 2 Over 85% of visitors to nipaluna / Hobart also visit somewhere else in the southern Tasmanian region.
- 3 Our attractions are high quality and our experiences exceed expectations.
- 4 We work to attract new developments and experiences that have sustainability at their core.
- 5 We grow yield from the visitors that arrive here.
- 6 We work collaboratively with partners in industry, government and the community.



PILLARS



A MOUNTAIN CITY ON THE WATER

The gateway to lutruwita / Tasmania, framed by mountains, harbour and seas, nipaluna / Hobart embraces visitors with high quality creative experiences; food, wine and events; and easy access to nature and heritage.

Catalyst projects

- kunanyi / Mount Wellington master plan
- International flights into Hobart Airport
- nipaluna / Hobart waterfront (Castray Point vision, Macquarie Point)
- AFL team and additional major sporting events
- Mona Hotel



A REGION OF FOOD, ART, FESTIVALS AND CULTURE

A region recognised for its arts, vibrant festivals and connections to makers and creators.

Catalyst projects

- Mona development
- Distillery growth
- Transformer project
- Major festivals and events
- Agritourism
- Wooden boat building at Franklin
- Corridor of Modern Art project



ACCESSIBLE NATURAL WILDERNESS AND CULTURAL HERITAGE

You can be a world away in accessible wilderness choosing your own adventure or travelling in time to explore cultural heritage.

Catalyst projects

- Southern-most Point of Australia
- Dark Sky Sanctuary
- Distillery growth
- Cultural experiences delivered by the Tasmanian Aboriginal community
- Major festivals and events
- Hastings Caves and Thermal Springs redevelopment
- Mount Field redevelopment
- Mountain biking developments
- Tall Trees
- Cape Bruny Lighthouse development
- Trail running events



STRATEGIC PRIORITIES Aligned with T21 action plan priorities

1

Rebuilding visitation

Marketing Tasmania's natural environment
Home-grown festivals and events
Drive holidays and Tassie road trips
Playing to our creative strengths

2

Access

Cruise
Hobart International Airport
Bruny Island
Derwent River
Roads and public transport

3

Supporting our people

Business support
Workforce development
Connection and collaboration between operators and regions

4

Shaping our future

Tasmanian Aboriginal people
Climate change
Inclusive tourism

5

Catalyst investment priorities

kunanyi / Mount Wellington master plan
Great Lake Adventure Trail
Castray Point development
South East Mountain Bike Plan
Willow Court development
Arm End and Seven Mile Beach iconic golf developments



IMPLEMENTATION PLAN

Implementation of this destination management plan will occur in partnership with a broad range of government agencies and organisations. The Destination Management Plan sets out a high-level implementation plan and partners for delivery of each action identified, alongside high-level indicative timeframes.

MEASURING OUR SUCCESS

- ✔ Increase of tourism contribution to GDP
- ✔ Increased per visitor spend
- ✔ Increased per visitor length of stay
- ✔ Increase in repeat visitation
- ✔ Increase in seasonal visitation
- ✔ Improved community sentiments on tourism
- ✔ Increased participation by local Aboriginal people in tourism
- ✔ Demonstrated improved brand recognition and marketing KPIs (likes, searches, click throughs) as a desired destination
- ✔ Progress towards carbon neutrality and Sustainable Destination status
- ✔ Retain businesses in the visitor economy that are resilient, profitable and sustainable



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